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Contract

Media Advisor and Auditor

The British Broadcasting Corporation (BBC)

F03: Contract award notice

Notice identifier: 2024/S 000-025921

Procurement identifier (OCID): ocds-h6vhtk-046b68

Published 15 August 2024, 10:52am

Section I: Contracting authority

I.1) Name and addresses

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

Contact

Alex Brown

Email

alex.brown03@bbc.co.uk

Telephone

+44 1234567890

Fax

+44 1234567890

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://www.bbc.co.uk/supplying/>

Buyer's address

<https://bbc.bravosolution.co.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Broadcasting

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Advisor and Auditor

II.1.2) Main CPV code

- 79341100 - Advertising consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

To provide advice and auditing service on the BBC's relationship with its media buying and strategy partner.

The service provider will advise on operating model design and procurements, including the BBC Media Strategy and Buying procurement due to start in late 2024, as well as audit media performance of the appointed BBC Media Strategy and Buying supplier.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £350,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

To provide advice and auditing service on the BBC's relationship with its media buying and strategy partner. This includes best practice advice for upcoming procurement procedures, performance auditing and value auditing.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Cost criterion - Name: Cost / Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

This is a four year plus three year contract, covering the length of the paid media agency procurement and contract

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-016483](#)

Section V. Award of contract

Title

Media Advisor and Auditor

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

18 July 2024

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

The Aperto Partnership

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £350,000

Section VI. Complementary information

VI.3) Additional information

In the case of technology requirements, the BBC may involve its technology partner (Atos IT Solutions and Services Limited) to assist in the scoping and drafting of invitations to tender and/or the evaluation of tenders. However, the final decision as to which is the most economically advantageous (by reference to the award criteria) will be made by the BBC. The awarding authority reserves the right not to award a contract and to annul the procurement process at any stage. Tenders and all supporting documents must be priced in sterling and all payments will be made in sterling. The contract shall be subject to English law. The awarding authority does not bind itself to accept the lowest, or any tender and reserves the right to accept part of a tender unless the tenderer expressly stipulates otherwise in the tender document.

VI.4) Procedures for review

VI.4.1) Review body

Business and Property Courts of England and Wales – TCC

Rolls Building, 7 Rolls Building, Fetter Lane

London

EC4A 1NL

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

As stated in the Public Contracts Regulations 2015. The applicable review time limits shall be as stated in Regulations 92 and 93 Public Contracts Regulations 2015.